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WHAT IS CLAIMED IS:

1. Printing paper comprising a center portion having a curved edge connecting adjacent sides to each other at four corners and outside portions connected to the center portion at at least one straight line portion of said sides, wherein the center portion and the outside portions are connected to each other through a structure by which the printing paper can be cut.

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2. The printing paper according to Claim 1, wherein the structure by which the printing paper can be cut is a perforation.

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3. The printing paper according to Claim 2, wherein the perforation is provided at both sides of the center portion.

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4. The printing paper according to Claim 1, wherein the form of the curved edge is an arc form.

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5. Label printing paper, which is substantially in the form of a rectangle, comprising a supporting layer portion and an image-receiving layer portion releasably laminated on the supporting layer portion and having a center portion having a curved edge connecting adjacent

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sides to each other at four corners and outside portions connected to the center portion at at least one straight line portion of said sides, wherein the center portion and the outside portions are connected 5 to each other through a structure by which the printing paper can be cut.

6. The label printing paper according to Claim 5, wherein the structure by which the printing paper 10 can be cut is formed of a cutting line formed in the image-receiving layer portion and a perforation formed in the supporting layer portion.

7. The label printing paper according to Claim 5, 15 wherein the structure by which the printing paper can be cut is provided at both sides of the center portion.

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8. The label printing paper according to Claim 5, wherein the form of the curved edge is an arc form.

9. A print forming process using the printing paper according to Claim 1 or 5 comprising the steps of conveying the printing paper while holding the outside portions of the printing paper, conducting printing on 25 the center portion of the printing paper and cutting off the outside portions of the printing paper from the

center portion.

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10. A print forming process using the printing paper according to Claim 5 comprising the steps of conveying the printing paper while holding the outside portions of the printing paper, conducting printing on the center portion of the printing paper and separating the image-receiving layer portion of the center portion from the supporting layer portion.

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11. A printing system comprising the printing paper according to Claim 1 or 5, a printing head for conducting printing on the printing paper and a pair of conveyer rollers for conveying the printing paper while holding the outside portions of the printing paper.

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12. The printing system according to Claim 11, wherein the printing head is a thermal head, and an ink sheet coated with an ink is selectively heated by the thermal head to apply the ink to the printing paper, thereby conducting printing.

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13. The printing system according to Claim 12, wherein the inks of plural colors are used to form a color image by reciprocatorily moving the printing paper in such a manner that the inks of plural colors overlap each other on the printing paper.

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